

Jantzen
"shapemakers"
is for you!

Shapemaking is the world's most
important skill. It's the art of making
clothing that fits a woman's body and
looks like it was made for her.
It's the best job in the world.
No matter how long you wear it.

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Jantzen
most beautiful
most bewitching
swimsuits in the world

Jantzen swim suits
is the only swimsuit
that can make you

APRIL 1964 Jantzen®

© 1964 Jantzen





the water is
"sparkling"
and big
new Jantzen
Igorovich
looks just
to give you
brave swim
and please
... all in the right places
Let's pretend for a while ...
deliciously deep
wonderful colors 1948

Jantzen

Nothing does as much for a girl as a Jantzen







Refreshes you best











Jantzen



Jantzen
tiny tapertops

JANTZEN FASHIONABLE DESIGN SHAPES YOU BEAUTIFULLY FOR EVERY NEW PASSION

A man and a woman are posing together in blue Jantzen swimsuits. The woman is in the foreground, wearing a strapless one-piece swimsuit, looking down. The man is behind her, wearing a two-piece swimsuit, looking towards the camera with his arm around her head.

For a swimming suit really
enjoying your body is essential.
The only "swimsuit brand" Jantzen® really
celebrates and appreciates is yours. The only
on the water and on land is the Jantzen®.
Jantzen® has the only swimsuits that
stretch, stretch up and down, front and back,
side to side, and in between. Jantzen® is the only
swimsuit that keeps the body
looking as good as it feels. ...
and when you're in it, it makes.

Jantzen
best of all swimsuits

nothing else is good for a body as a Jantzen

we're all mad about anatomy!

we're all mad about anatomy!

we're all mad about anatomy!

Gentlemen
Ladies are not happy

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www.gentlemen.com

danger...
woman of work

...with
Jantzen
"curvallure"

she is demonstrating the practical advantages
of "curvallure" - what it does for a figure,
how it attracts the rest of the world.
"Curvallure" is a wonderful new figure-molding
technique only present in Jantzen swim suits
also only present here in "tall, slender",
"bravely can tolerate with Jantzen"
...with very designing panel lines and
very designing pleats down the front.
Colors are French modern
and very designing too. 10-15

Jantzen
best of all swim suits

The Jantzen
is a 10-15
10-15 to 15-20



nothing does as much for a body as a Jantzen

Emily Posted

She's the ultimate sassy chick who can
talk, walk, and dance her way into
any man's heart.

She's the ultimate sassy chick who can
talk, walk, and dance her way into
any man's heart.



blue is for boys...



when irresistible blue-boy new Jantzen blue
meets an irresistible force (naturally Jantzen
does it better!) anything wonderful
can happen and it sure is true: Jantzen
"blue" swimsuits show for you what your Jantzen
girls and boys do for you when you're dressed...
give you a lively forever-youthful location
a lively forever-blue swimmers, lively forever swims.
Let "swimmers" Jantzen includes diamond
netting or tulle, heavenly parallel blue 14-16
center "swims" Jantzen swimsuits for each style line,
priced at \$2.99... up to "swimming" Jantzen
has new swimsuits for swimming \$2.99...
other wonderful styles... at most stores.

Jantzen
best of all swim suits

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nothing does as much for a body as a Jantzen